



MarketSignals™ Predictive Data Analysis

Discover Your Customers Like Never Before

You already know your customers pretty well, but there's always more to uncover! The MarketSignals™ Prescriptive Data Analysis (PDA) offers a dynamic, interactive readout that dives deep into what makes your customers unique compared to the average U.S. consumer.

Built on the largest set of individual consumer spending signals, the PDA highlights spending habits, lifestyle interests, preferences, and other characteristics that set your customers apart. You'll learn more about their behaviors than you ever thought possible!

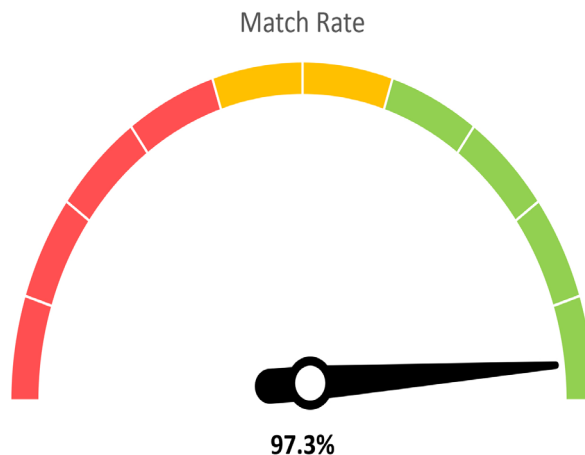
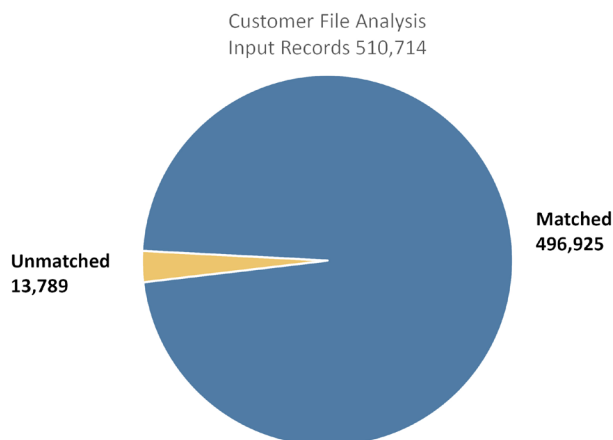
The Prescriptive Data Analysis is delivered as a custom, interactive reporting tool built uniquely around your customer data. This kind of insight can give you a huge competitive edge in marketing, merchandising, customer experience, and brand management!

With a MarketSignals PDA, You Can:

- » Compare different segments of your customer file.
- » Identify key personas already present in your customer data for precision personalization marketing strategies.
- » Uncover your customers spending with other brands, what cases they support, and what media they consume.
- » Gain valuable insights into your share of wallet versus competitors.
- » Pinpoint which MarketSignals data elements will boost your analytics and predictive performance.

File Analysis and Match Rate

Your custom PDA starts by showing what percentage of your customer records also appear in Wiland's database -- the Match Rate. In the example below, it's close to 97% - meaning we know a lot about practically all of this client's customers.



Your Data at a Glance

Next, the PDA identifies some of the most striking—and potentially game-changing—aspects of your customer file in relation to Wiland's national file. Within the data, Wiland will summarize data elements that include demographic, spending preference and lifestyle. Each of these will then offer detailed pages that provide a deeper analysis.

Answering Important Questions About Your Customers

How do they spend?

- Product Category
- Amount
- When
- How much

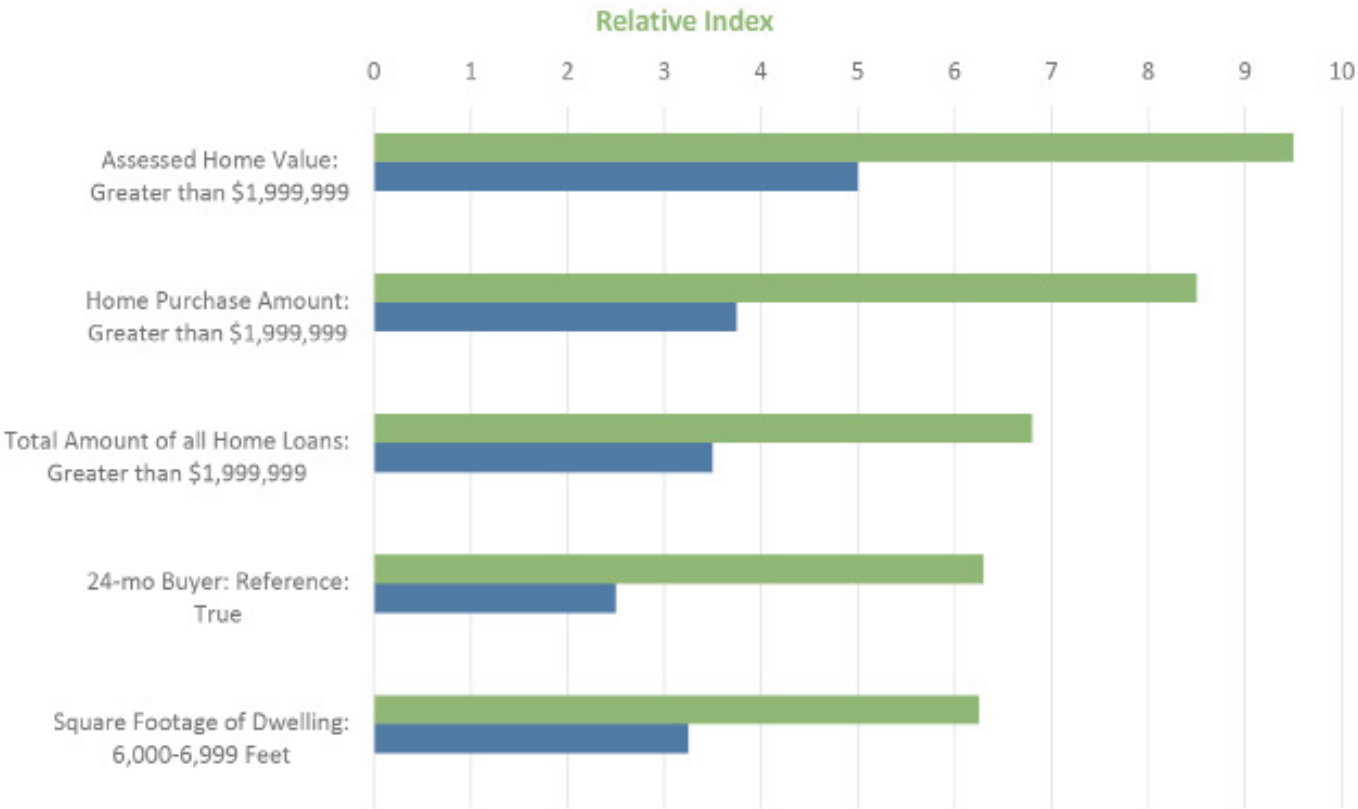
Who are they?

- Age
- Gender
- Income
- Occupation
- Marital Status
- Homeowner or Renter
- Lifestyle Interests

Preferences

- Media
- Buying Channel
- Brand Affinity

Top Categorical Characteristics



Ready to connect with your best new customers?

Reach out today to see how Wiland can help discover the perfect audience solution tailored to your unique objectives.

About Wiland

Wiland, Inc. is the trusted marketing data and audiences company for thousands of brands, helping them build stronger customer relationships that drive higher revenue and reduce advertising waste. With the largest set of individual-level spending data and an AI-powered prediction platform, Wiland delivers insights that enable profitable marketing across all channels. As an industry innovator, Wiland’s solutions are built on a foundation of consumer data ethics and privacy protection.